

Introduction

The mission of the Miami-Dade Public Library System (MDPLS) is to “maintain and improve public library services reflecting the informational, educational, and recreational needs of our diverse community.” In keeping with this, the library continues to:

- Strengthen the role it plays as a vital part of the community
- Highlight the collections and services of the library
- Promote full and equal access to information
- Foster the joy of reading and excitement about lifelong learning
- Promote literacy and cultural awareness
- Offer training and assistance with new technologies

Our customers are not only the people who come to us seeking information, books, and materials and other services, but they are individuals and organizations that have a stake in what we do. These include, but are not limited to, our elected officials, civic and neighborhood associations, faith-based groups and a wide variety of special interest groups. In today's competitive market place, libraries must aggressively position themselves as leading cultural, learning, recreational and technologically savvy institutes. MDPLS understands that a strong, solid position in the community is not achieved overnight or through a single program but through constant five-star customer service, quality products and continued visibility.

This document will give an overview of the programs, resources and services offered by MDPLS in *AAM3: What the Library Offers*. It will also describe methods used to create awareness for said programs, resources and services in *AAM4: Strategies to Create Awareness of Library Services*. Included are the Library's marketing plans in *AAM4: Strategies to Create Awareness of Library Services*; a list of active partners who help disseminate information about the library system in *AAM5: Public-Private Partnerships/Community Outreach*; and a list of the most active advocates and supporters in *AAM6: Advocates & Supporters*. This document will also talk about the Library's use of social media in *AAM4: Strategies to Create Awareness of Library Services* and provide additional readings for the working groups' perusal in *AAM7: Supporting Documents*.